

Ray



INTERCOMPANY MEMORANDUM

DATE: May 8, 1997

TO: All Region Operations Managers (ROM)

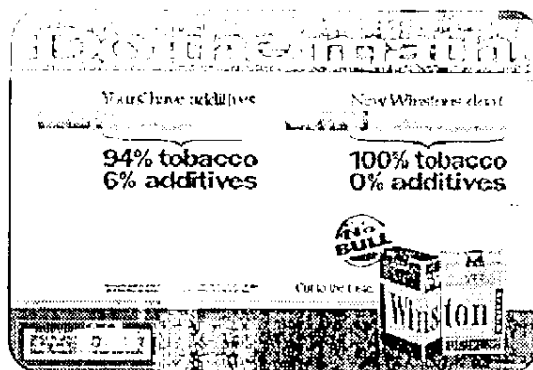
SUBJECT: Winston Wave 2 PDI

I have enclosed one package of Winston PDI illustrations.
Please copy them as needed for your Region's personnel.

Program Contact: David Cook, Extension 6550

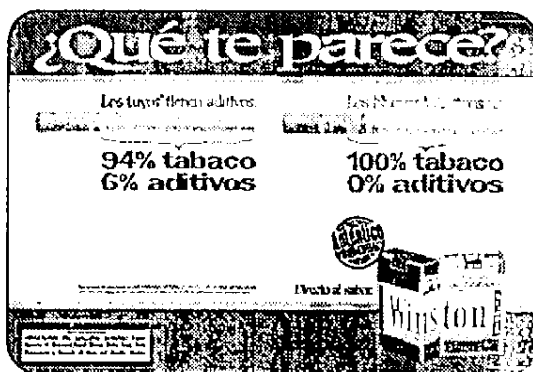
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PRIORITY ITEMS



Winston Change Mat

Item #: 528140



Spanish Version

Item #: 528143

The Change Mat offers an excellent opportunity to communicate the "Stick to Stick" comparison. Regions should ensure each store has several change mats available for the introduction period.

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PRIORITY ITEM

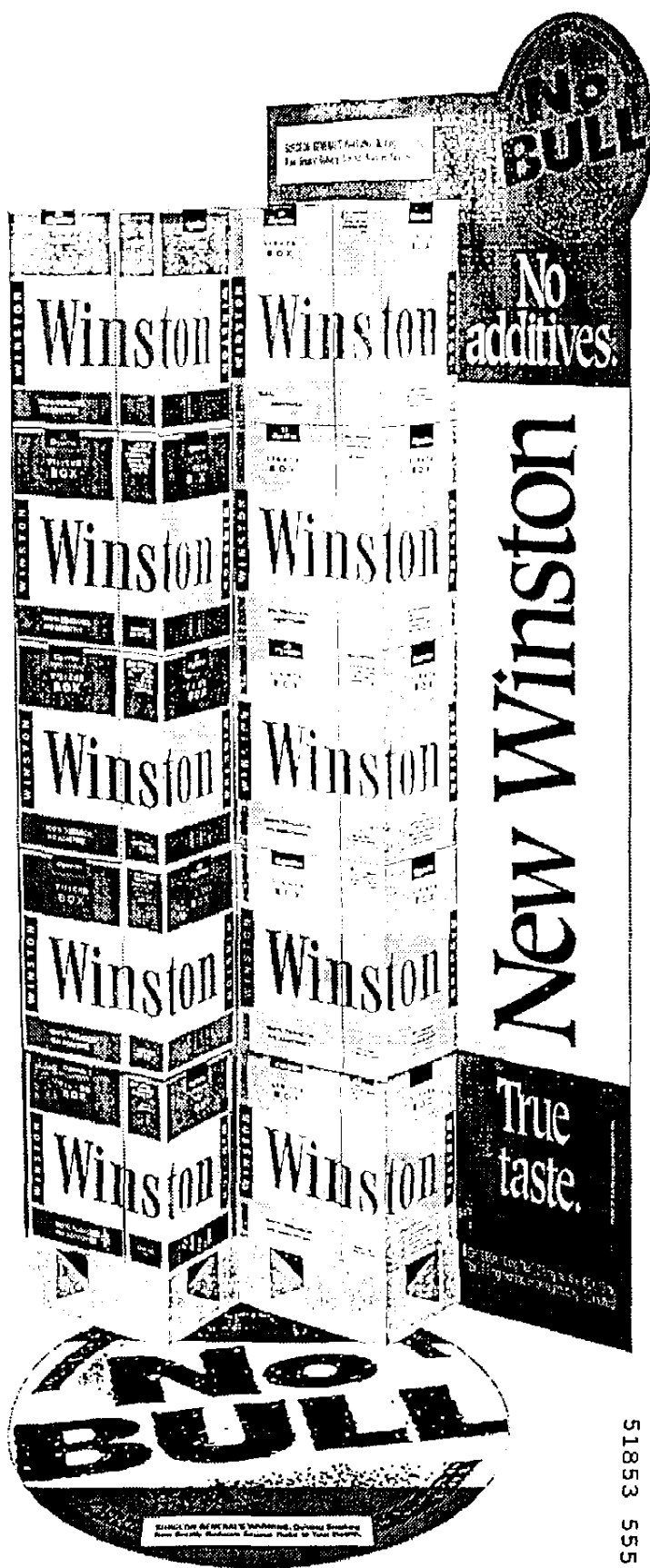
Winston Tower Semi-Permanent Counter Display

11"W x 5"D x 21.5"H

Item #: 527603

Pack Capacity: 20

This unique counter display communicates the New Winston "No Bull" attributes as well as the new wrap around package graphics in one compact vertical footprint. The molded plastic base makes access to product easy. The gravity feed design ensures fresh product faces the consumer until the last pack is sold. Even if the display sells out, it continues to communicate our revolutionary new pack graphics and consumer information until restocked. The counter graphic is designed as a stand alone piece of POS which can be used as pictured or in a secondary counter, wall or window location.



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PRIORITY ITEM

Winston Pack Replica Counter Display

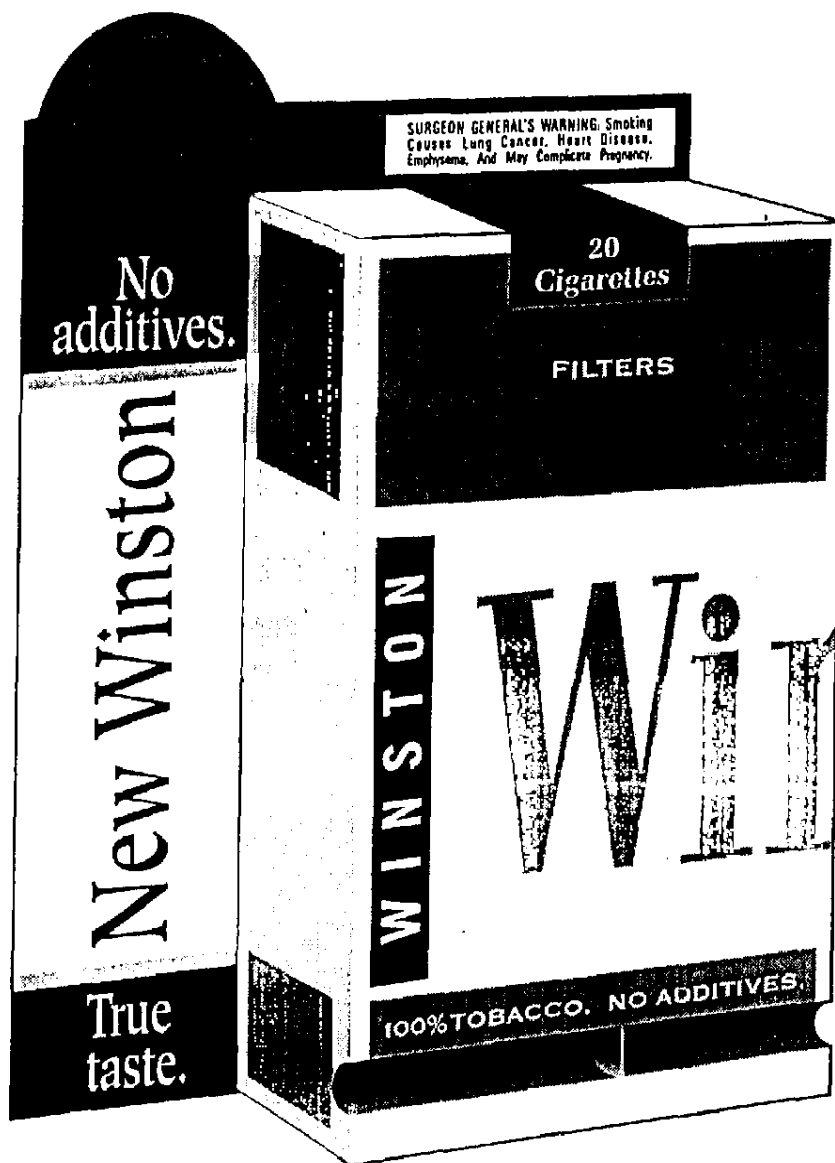
19 $\frac{3}{8}$ "H x 12 $\frac{3}{8}$ "W x 2 $\frac{3}{4}$ "D

Item #: 530135

Total Capacity: 30 Packs (15 Per Row)

SKU Pack: 5

(3 FF/2LT)



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PRIORITY ITEM

Winston "No Bull" Floor Mat

24" Diameter

Item #: 527573



The No Bull Floor Mat Graphic is designed for placement on any uncarpeted floor. The clear rigid vinyl surface is UL approved as a floor covering and is easily cleaned with any ordinary surface cleaner or through normal floor maintenance. Properly positioned in the check out area of a store, this Floor Graphic will provide months of high impact "No Bull" impressions, and has proven to be one of the most recognized pieces of in-store POS. Floor Graphics have a removable adhesive backing which is easily placed. If removed, this floor graphic will not leave a residue.

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PRIORITY ITEM



Winston Ceiling Logo

60"W x 19 1/8"H x 3 1/2"D

Item #: 532052

The dimensional Winston logo creates strong brand registration at retail. The sign can be easily hung from drop ceilings or in windows due to its light weight design (3 lbs, 1 oz).

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PRIORITY ITEM

Winston "No Bull" Metal Sign

15" Diameter

Item #: 531815



The "No Bull" Metal Sign can be placed on walls or other surfaces by using the adhesive pads on the back or by tacking with screws or nails in the holes provided. Two of these signs could be placed back to back and hung from the ceiling as a dangler.

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PRIORITY ITEMS

Winston Banners

Winston 5' X 3'
Attitude Banner

PERIOD 1

Item #: 528182

Inside Use

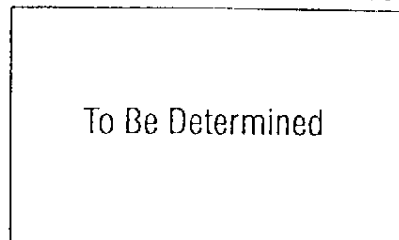


Winston 5' X 3'
Attitude Banner

PERIOD 2

Item #: 532112

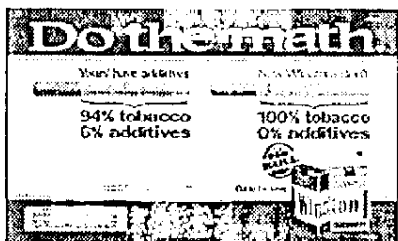
Inside Use



Winston 5' x 3'
Stick to Stick
Banner

Item #: 528185

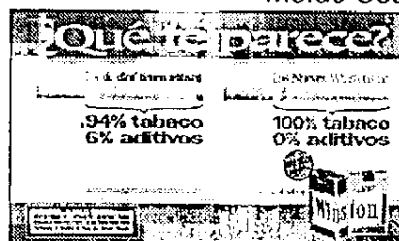
Inside Use



Winston 5' x 3'
Stick to Stick
Banner (Spanish)

Item #: 528194

Inside Use



Winston 9' x 3'
Attitude Banner

PERIOD 1

Item #: 528173

Dimensions: 9' x 3'

Outside Use



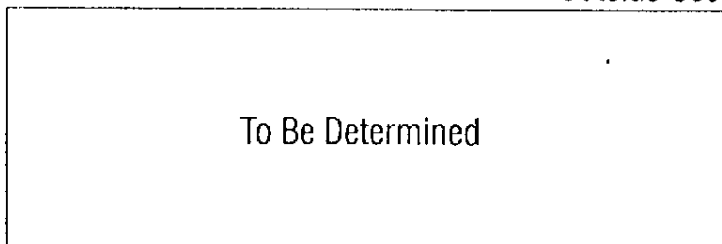
Winston 9' x 3'
Attitude Banner

PERIOD 2

Item #: 532103

Dimensions: 9' x 3'

Outside Use

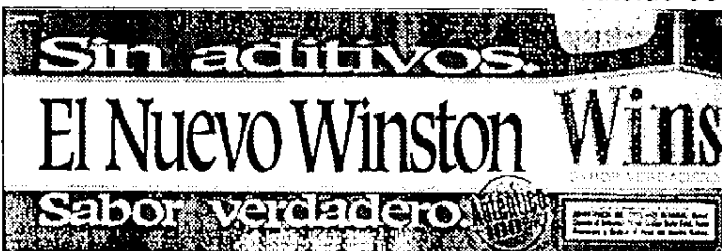


Winston 9' x 3'
Attitude Banner
(Spanish)

Item #: 528191

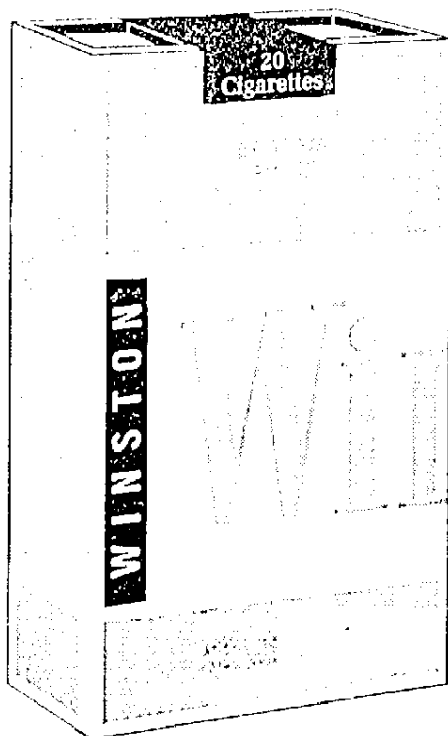
Dimensions: 9' x 3'

Outside Use



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MISCELLANEOUS ITEMS

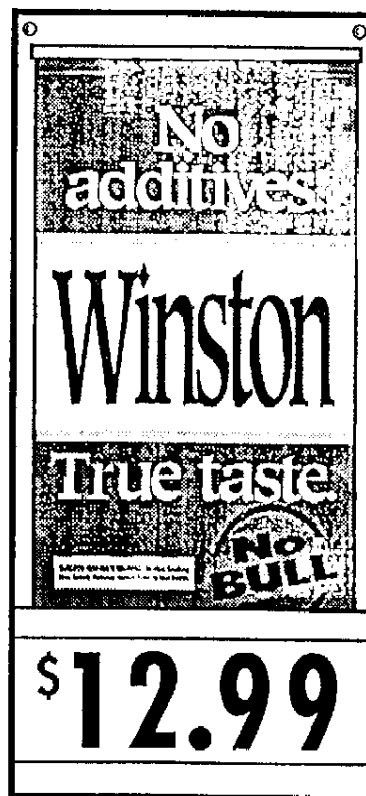


Winston Floor Ashtray

Item #: 532100

Winston Large
Window/Wall Pricer

Item #: 528161



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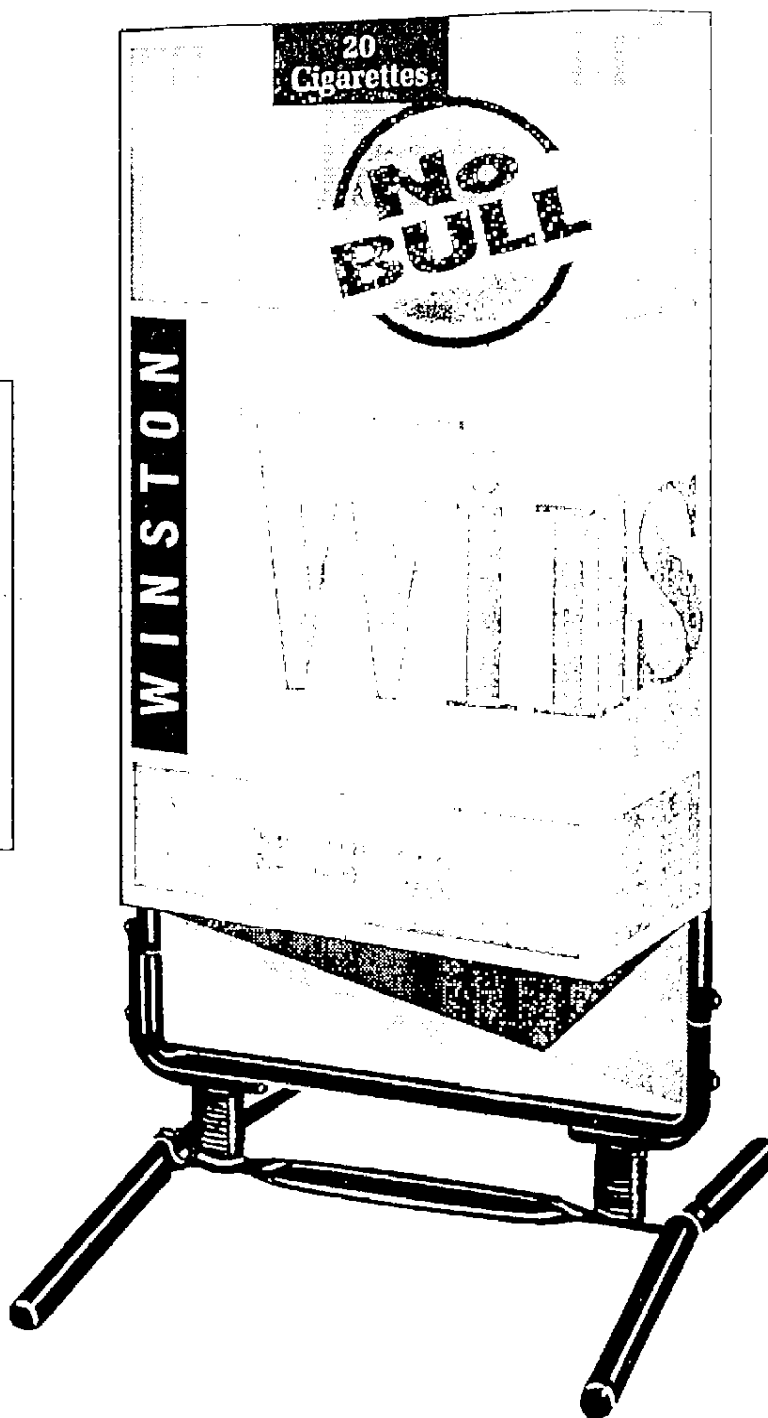
MISCELLANEOUS ITEM

Winston Dimensional Ground Mount Refurb Kit

39 3/8" W x 27 3/4" D x 49" H

Item #: 528302

This Ground Mount Retrofit fully communicates our new revolutionary Winston Package Graphics. The retrofit unit is designed to be durable, light and easy to install. Once installed, the retrofit provides a hard to miss dimensional giant pack and completely refreshes existing equipment and at a fraction of the cost of a new ground mount.



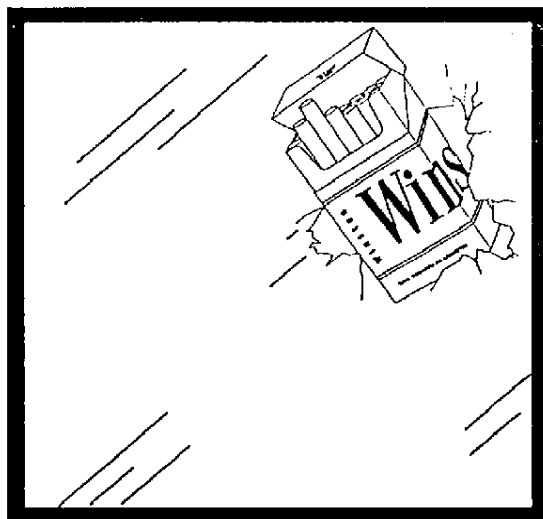
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MISCELLANEOUS ITEM

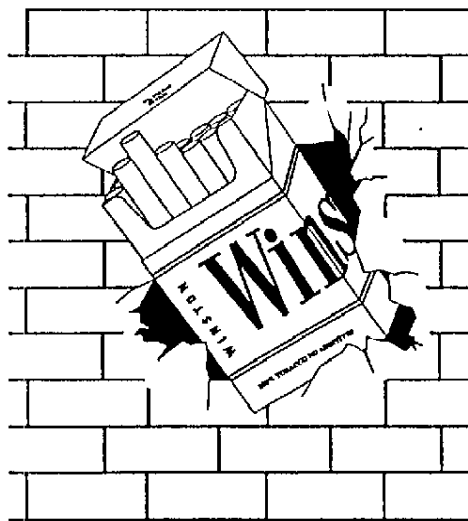
Winston Window / Wall Crash Pack

20"W x 9"D x 20.5"H

Item #: 528155



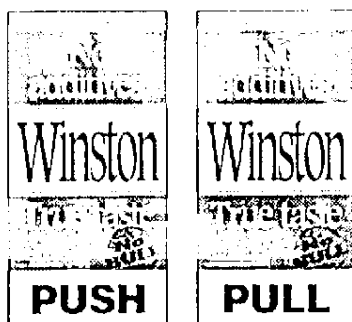
Window Crash Pack



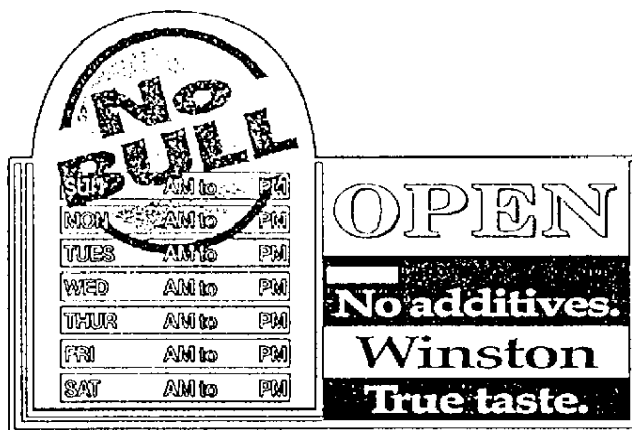
Wall Crash Pack

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MISCELLANEOUS ITEMS



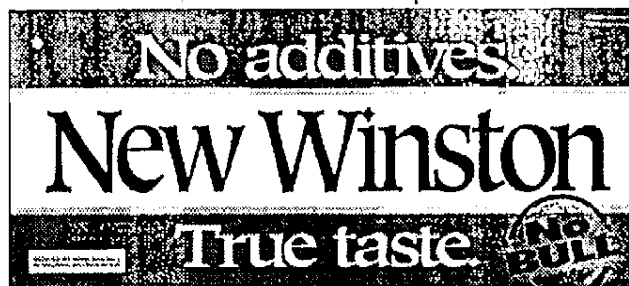
Winston Push-Pull Decal
Item #: 528215



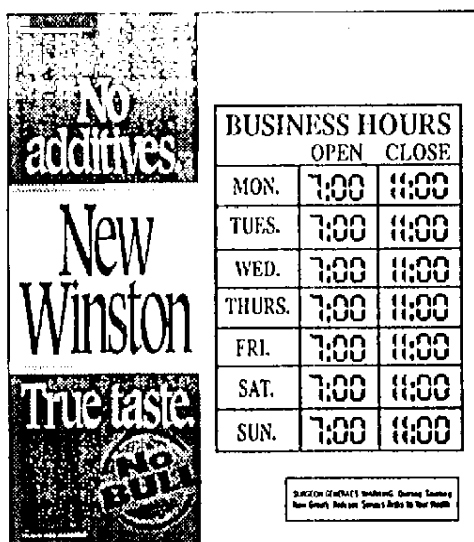
Winston Business Hours Open/Closed Frame Sign
Item #: 528152



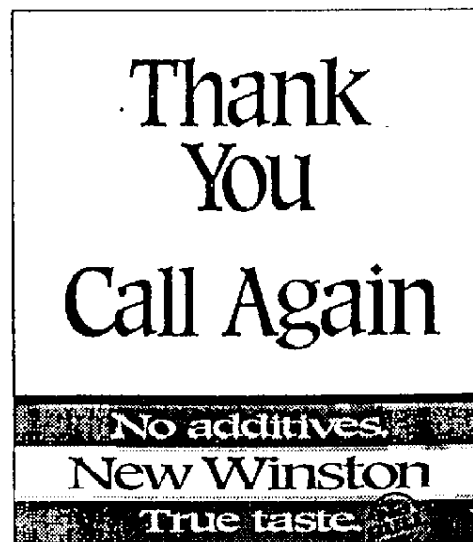
Winston In-Out Decal
Item #: 528221



Winston Door/Window Decal (28" x 12")
Item #: 528203



Winston Business Hours Decal (Front)
Item #: 528212



Winston Business Hours Decal (Back)
Item #: 528212

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